

## **CLAIMS**

What is claimed is:

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1. A bonus store credit web site for facilitating a bonus store credit program involving a seller computer and a buyer computer connected via a network to a market venue, said bonus store credit web site configured to:

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(a) implement a process for said seller computer to propose a bonus store credit to said buyer computer by means of a displayed instruction on a selling page at said market venue,

(b) determine a bonus store credit amount by applying said displayed instruction to a first transaction completed by said buyer computer and said seller computer at said market venue,

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(c) validate said bonus store credit amount to said buyer computer by sending at least one message to said buyer,

said buyer automatically receiving a notification of said bonus store credit amount if said buyer's first transaction with said seller satisfies requirements outlined in said displayed instructions.

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2. The bonus store credit web site of claim 1, wherein:

said bonus store credit web site validates an availability of said bonus store credit amount for use in a second transaction by said buyer computer and said seller computer by identifying a buyer computer's completed said second transaction from said seller

computer.

3. The bonus store credit web site of claim 2, wherein:

said bonus store credit web site notifies said buyer computer and said seller  
5 computer in at least one message of said bonus store credit amount following said second  
transaction.

4. The bonus store credit web site of claim 1, wherein:

said bonus store credit web site polls said market venue for at least one  
10 open seller listing by means of a software polling process.

5. The bonus store credit web site of claim 4, wherein;

said bonus store credit web site relays said bonus store credit amount with  
any discovered open seller listings to said buyer computer by at least one message.

6. The bonus store credit web site of claim 1, wherein:

said bonus store credit web site receives notification by means of a message  
from said buyer computer indicating an exercise of said bonus store credit amount in a  
second transaction with said seller computer.

7. The bonus store credit web site of claim 6, wherein:

said bonus store credit web site notifies said buyer computer and said seller  
computer in at least one message of a validity of said bonus store credit amount following  
said second transaction.

8. The bonus store credit web site of claim 1, wherein:

said network is the Internet.

9. The bonus store credit web site of claim 1, wherein:

said at least one message is sent by electronic mail.

10. An automated method, performed by a computer-based bonus store credit system, for implementing, determining and validating a bonus store credit program between a seller computer and a buyer computer as part of a transaction at a market venue, the method comprising:

implementing a process for said seller computer to propose a bonus store credit program to said seller computer through displayed information on said seller's selling web page at said market venue;

determining a bonus store credit amount by applying said displayed instructions to a first transaction completed by said buyer computer and said seller computer at said market venue;

validating said bonus store credit amount to said buyer by sending at least one message to said buyer computer.

11. The method of claim 10, further comprising:

validating an availability of said bonus store credit amount for use in a second transaction by said buyer and said seller computer based on an identification of said buyer's said second transaction with said seller computer.

12. The method of claim 11, further comprising:  
notifying said buyer computer and said seller computer of said bonus store credit amount in at least one message following said second transaction..

5 13. The method of claim 10, further comprising:  
searching said market venue for at least one open seller listing.

14. The method of claim 13, further comprising:  
relaying to said buyer computer said open bonus store credit amount with  
10 any discovered additional seller listing in a message.

15. The method of claim 10, further comprising:  
notifying said bonus store credit web site of an exercise of said bonus store credit amount in a second transaction in at least one message from said buyer computer.

15 16. The method of claim 15, further comprising:  
notifying said buyer computer and said seller computer of a validity of said bonus store credit amount following said second transaction in at least one message.

20 17. The method of claim 10, wherein:  
said network is the Internet.

18. The method of claim 10, wherein:

said at least one message is sent by electronic mail.

19. A store credit management subsystem for use in conjunction with a network base market venue, said store credit management subsystem comprising at least one computer comprising software, wherein :

said at least one computer is configured by said software to:

obtain information as to a first winning bid or buy order by a buyer, for a first product offered by a seller at said network based market venue;

input information as to terms of a bonus offered with said first product;

determine a bonus amount based on said information as to terms of said bonus and said information as to said first winning bid;

update a database of said store credit management subsystem to reflect said bonus amount.

20. The store credit management subsystem according to claim 19, wherein:

said at least one computer is configured to transmit a message including said bonus amount to at least one device selected from the group consisting of a buyer device and a seller device.

21. The store credit management subsystem according to claim 20, wherein:

said at least one computer is configured to transmit said message via electronic mail.

22. The store credit management subsystem according to claim 20, wherein:

said at least one computer is configured to transmit said message via  
hypertext transfer protocol.

23. The store credit management subsystem according to claim 19, wherein:

5 said at least one computer is configured to transmit a message including a  
reminder of said bonus offered with said first product along with an identification of said  
seller.

24. The store credit management subsystem according to claim 19, wherein

10 said at least one computer is configured to:

after updating said database, check the network based market venue for one  
or more additional products or services for sale by the seller; and

in a case that at least one additional product for sale by said seller is found  
at said network based market venue;

15 generate a message comprising a reminder of said bonus offered with said  
first product, and an identification of at least a subset of said at least one additional product  
for sale by said seller.

25. The store credit management subsystem according to claim 19, wherein:

20 in inputting information as to terms of said bonus offered with said product,  
said at least one computer is configured to capture a description of said terms from said  
network based market venue.

26. The store credit management subsystem according to claim 19, wherein

said at least one computer is configured to:

after obtaining information of said first winning bid or buy order by said buyer, for said first product offered by said seller at said network based market venue, obtain information of a second winning bid or buy order by said buyer, for a second product offered  
5 by said seller at said network based market venue; and

check said data base to ascertain said bonus amount.

27. The store credit management subsystem according to claim 26, wherein:

said at least one computer is configured to transmit a message about said  
10 bonus to at least one device selected from the group consisting of a buyer device and a seller device.

28. The store credit management subsystem according to claim 26, wherein:

said at least one computer is configured to transmit in conjunction with said  
15 message about said bonus at least one message relating to a closing of a second transaction to at least one device selected from the group consisting of a buyer device and a seller device.

29. The store credit management subsystem according to claim 19, wherein:

said at least one computer is configured to transmit a message referencing  
20 said second product, and including said bonus amount to at least one device selected from the group consisting of a buyer device and a seller device.

30. The store credit management subsystem according to claim 29, wherein:

said at least one computer is configured to transmit in conjunction with said

message referencing said second product at least one message relating to a closing of a second transaction to at least one device selected from the group consisting of a buyer device and a seller device.